

## ORDER



<b>Orders</b>	<b>Order / Rev:</b>	<b>62253</b>
	Alt Order #:	09820468
	Product Desc:	AARON BEAN FL SENATE
	Estimate:	481
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	09/28/12 / 09/28/12
	Order Type:	CIA - O

## CBS 47

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>Mentzer Media Services</b>
	Buying Contact:	
	Billing Contact:	
		600 Fairmount Ave
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Aaron Bean (R) FL Senate District 4
	Demographic:	A35+
	Product Codes:	State Elections
	Priority:	P-2
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:00:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	33	\$17,540.00	\$14,909.00
10/29/12	10/29/12	8	\$3,720.00	\$3,162.00

### Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$17,540.00	\$14,909.00	0.00
November 2012	8	\$3,720.00	\$3,162.00	0.00
<b>Totals</b>	<b>41</b>	<b>\$21,260.00</b>	<b>\$18,071.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

## Order Share

CBS 47	27%	\$21,260.00
Market	100%	\$78,740.74

## Competitive Share

CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WAWS	12%	\$9,448.89
WCWJ	0%	\$0.00
WJXT	23%	\$18,110.37
WJXX	5%	\$3,937.04
WTLV	33%	\$25,984.44

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTEV	10/23/12	10/26/12	Action News @ Noon Action News @ Noon	CM	12:00 PM-12:30 PM	- TWTF - -	:30	2	\$460.00	P-2	0.00	NM	2	\$920.00
NEWS RATE/FREQUENCY REVISED BASED ON "SUGGESTED RATES TO CLEAR"															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	- TWTF - -		2				\$460.00		0.00			
E 2	WTEV	10/23/12	10/26/12	Action News @ 5p Action News @ 5p	CM	5:00 PM-5:30 PM	- TWTF - -	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
NEWS RATES/FREQUENCY REVISED BASE ON "SUGGESTED RATES TO CLEAR"															

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CBS 47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WTEV	10/23/12	10/26/12	Action News @ 5p Action News @ 5p	CM	5:00 PM-5:30 PM	- TWTF - -	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
NEWS RATES/FREQUENCY REVISED BASE ON "SUGGESTED RATES TO CLEAR"															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					2	\$800.00		0.00			
E 3	WTEV	10/23/12	10/26/12	Action News @ 6p Action News @ 6p	CM	6:00 PM-6:30 PM	- TWTF - -	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
NEWS RATE/FREQUENCY REVISED BASE ON "SUGGESTED RATES TO CLEAR"															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					3	\$800.00		0.00			
E 4	WTEV	10/23/12	10/26/12	M-F 7p M-F 7p	CM	7:00 PM-7:30 PM	- TWTF - -	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00
JUDGE JUDY RATE REVISED BASED ON "SUGGESTED RATES TO CLEAR"															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$400.00		0.00			
E 5	WTEV	10/23/12	10/26/12	M-F 730p M-F 730p	CM	7:30 PM-8:00 PM	- TWTF - -	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
2.5 MEN RATE REVISED BASED ON "SUGGESTED RATES TO CLEAR"															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$500.00		0.00			
E 6	WTEV	10/23/12	10/26/12	Letterman Letterman	CM	11:35 PM-12:35 AM	- TWTF - -	:30	8	\$160.00	P-2	0.00	NM	8	\$1,280.00
DAVID LETTERMAN RATE/FREQUENCY REVISED BASED ON "SUGGESTED RATES TO CLEAR"															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					8	\$160.00		0.00			
E 7	WTEV	10/23/12	10/28/12	M-F Action News @ 11p M-F Action News @ 11p	CM	11:00 PM-11:35 PM	- TWTFSS	:30	6	\$440.00	P-2	0.00	NM	6	\$2,640.00
NEWS RATES/FREQUENCY REVISED BASED ON "SUGGESTED RATES TO CLEAR"															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTFSS					6	\$440.00		0.00			
E 8	WTEV	10/26/12	10/26/12	Fri Reg 1 Fri Reg 1	CM	8:00 PM-9:00 PM	- - - - F - -	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
CSI REVISED TO "SUGGESTED RATE TO CLEAR"															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - F - -					1	\$1,200.00		0.00			
E 9	WTEV	10/27/12	10/27/12	Sat Reg 2 Sat Reg 2	CM	9:00 PM-10:00 PM	- - - - - S -	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
CRIMETIME RATE REVISED TO "SUGGESTED RATE TO CLEAR"															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - - S -					1	\$800.00		0.00			
E 10	WTEV	10/28/12	10/28/12	CBS Sun Morning CBS Sun Morn News	CM	9:00 AM-10:30 AM	- - - - - S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
SUNDAY MORNING REVISED TO "SUGGESTED RATE TO CLEAR"															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - - S					1	\$600.00		0.00			
E 11	WTEV	10/28/12	10/28/12	Face the Nation Face the Nation	CM	10:30 AM-11:00 AM	- - - - - S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
FACE THE NATION REVISED TO "SUGGESTED RATE TO CLEAR"															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- - - - - S					1	\$2,500.00		0.00			
E 12	WTEV	10/29/12	10/29/12	Action News @ Noon Action News @ Noon	CM	12:00 PM-12:30 PM	- - - - -	:30	1	\$460.00	P-2	0.00	NM	1	\$460.00
NEWS RATE REVISED TO "SUGGESTED RATE TO CLEAR"															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M - - - - -					1	\$460.00		0.00			
E 13	WTEV	10/29/12	10/29/12	Action News @ 5p Action News @ 5p	CM	5:00 PM-5:30 PM	M - - - - -	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
NEWS RATE REVISED TO "SUGGESTED RATE TO CLEAR"															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M - - - - -					1	\$800.00		0.00			
E 14	WTEV	10/29/12	10/29/12		CM	6:00 PM-6:30 PM	M - - - - -	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Action News @ 6p											
				Action News @ 6p											
				NEWS RATE REVISED TO "SUGGESTED RATE TO CLEAR"											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$800.00		0.00			
E 15	WTEV	10/29/12	10/29/12	M-F 7p	CM	7:00 PM-7:30 PM	M-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				M-F 7p											
				JUDGE JUDY REVISED TO "SUGGESTED RATE TO CLEAR"											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$400.00		0.00			
E 16	WTEV	10/29/12	10/29/12	M-F 730p	CM	7:30 PM-8:00 PM	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				M-F 730p											
				2.5 MEN REVISED TO "SUGGESTED RATE TO CLEAR"											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$500.00		0.00			
E 17	WTEV	10/29/12	10/29/12	Letterman	CM	11:35 PM-12:35 X	M-----	:30	2	\$160.00	P-2	0.00	NM	2	\$320.00
				Letterman											
				DAVID LETTERMAN RATE/FREQUENCY REVISED "SUGGESTED RATE TO CLEAR"											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					2	\$160.00		0.00			
E 18	WTEV	10/29/12	10/29/12	M-F Action News @ 11p	CM	11:00 PM-11:35 P	M-----	:30	1	\$440.00	P-2	0.00	NM	1	\$440.00
				M-F Action News @ 11p											
				NEWS RATE REVISED "SUGGESTED RATE TO CLEAR"											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$440.00		0.00			
													Totals	41	\$21,260.00